



FIRST CAPITAL GROUP

SETTING STANDARDS!

OUR PROFILE

First Capital Group is one of the Pakistan's renowned business conglomerates. The group is based in Lahore, comprising of three divisions i.e., **Property, Financial Services, and the Media Division**, with interests in **energy and water production**.

First Capital Securities Corporation (FCSC), the financial wing of the Group was established in 1994, which is a full-service brokerage house with equity participation by Smith Barney Inc USA and HG Asia Hong Kong. FCSC set the tone for investment banking services in Pakistan and together with leading international investment banks worked on important advisory and corporate finance transactions. First Capital Group has had significant investment from major international funds and high net worth individuals from abroad. Financial services companies in the group include a mutual fund, an investment management company, leading brokerage houses in Pakistan and Sri Lanka and an insurance company (joint venture with a South African insurance company and Shaheen Foundation).

The Group's foray into real estate began in the late 1990s with the establishment of Pace department store. Since then, Pace has evolved into a renowned brand, recognized both locally and internationally. The Group's real estate portfolio encompasses shopping malls, gated communities, office buildings, hotels, resorts, and multi-use developments. Pace's listing on the Pakistan Stock Exchange and convertible bond listing in Singapore underscore its significant presence in the global market.

OUR PROJECTS:

PROPERTY DIVISION

WOODLANDS WOODLANDS

Woodlands is a well-designed housing society nestled in the heart of Lahore on Bedian Road, offering an exclusive blend of modern living and serene landscapes. The project involves acquiring property by purchase or otherwise; land and plots. Our comprehensive approach encompasses meticulous planning, superior construction standards, and a dedication to enhancing the quality of life for our residents.

Woodlands is designed with an emphasis on green spaces. The community boasts beautifully landscaped parks and recreational areas for residents to enjoy leisurely strolls, outdoor activities, and family gatherings. These parks are equipped with walking trails, seating areas, and children's play zones, fostering a healthy and active lifestyle. The society is equipped with advanced security systems, including surveillance cameras, gated entrances, and 24/7 security personnel, ensuring a safe and secure environment for all community members.



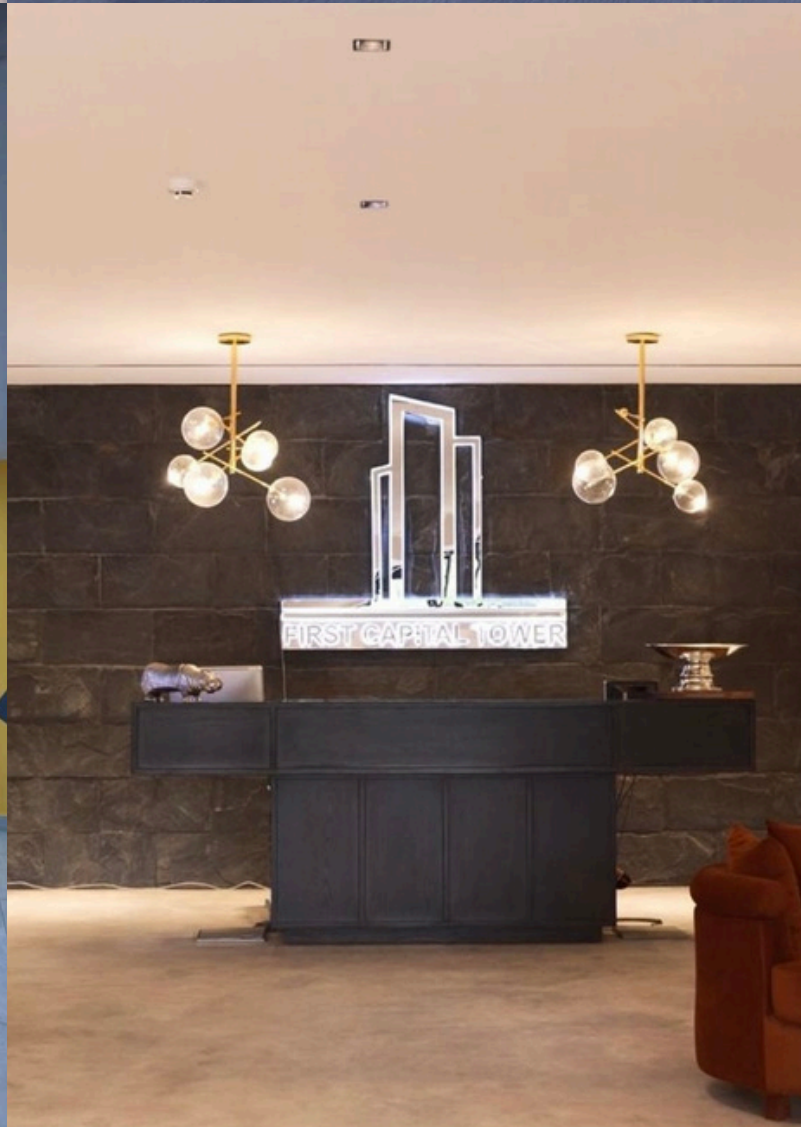
FIRST CAPITAL TOWER



First Capital Tower stands as the tallest and most iconic commercial skyscraper. First Capital Tower is a 24-storey project located at a prime location in Gulberg. Renowned for its modern architectural design, the Tower offers premium corporate spaces. The elite concentration of **leading Banks** of the country underscores the Tower's status as a prime commercial destination.

At the pinnacle of First Capital Tower is a luxurious penthouse, offering an exclusive retreat with breathtaking panoramic views of the Lahore skyline. This opulent space is designed for high-profile executives and distinguished clients, featuring world-class amenities and finishes that epitomize luxury and comfort. First Capital Tower is equipped with a comprehensive suite of advanced amenities designed to support the needs of its tenants. These include high-speed elevators, a state-of-the-art security system, and ample parking facilities.





FIRST CAPITAL HOUSE



located on the main MM Alam Road, First Capital House stands as a prime commercial property with 100% occupancy in retail and corporate spaces. Situated in a prime location, First Capital House is designed to cater to the evolving needs of modern businesses and discerning shoppers, offering a dynamic blend of professional excellence and retail convenience. The building exemplifies modern architectural sophistication with its sleek, contemporary design. The space is equipped with state-of-the-art facilities, offering flexibility for various business needs, from dynamic startups to established enterprises.





FIRST
CAPITAL
HOUSE

GROUND FLOOR LOBBY



ALLEY WAY

PACE MALL, MAIN BOULEVARD

Pace Mall stood as a distinguished beacon of retail innovation and commercial excellence on Lahore's Main Boulevard. Established as one of the city's pioneer shopping centers, Pace Mall has played a crucial role in shaping Lahore's retail landscape. Its location on the bustling Main Boulevard enhances its accessibility and prominence, making it a central hub for shopping, dining, and entertainment.

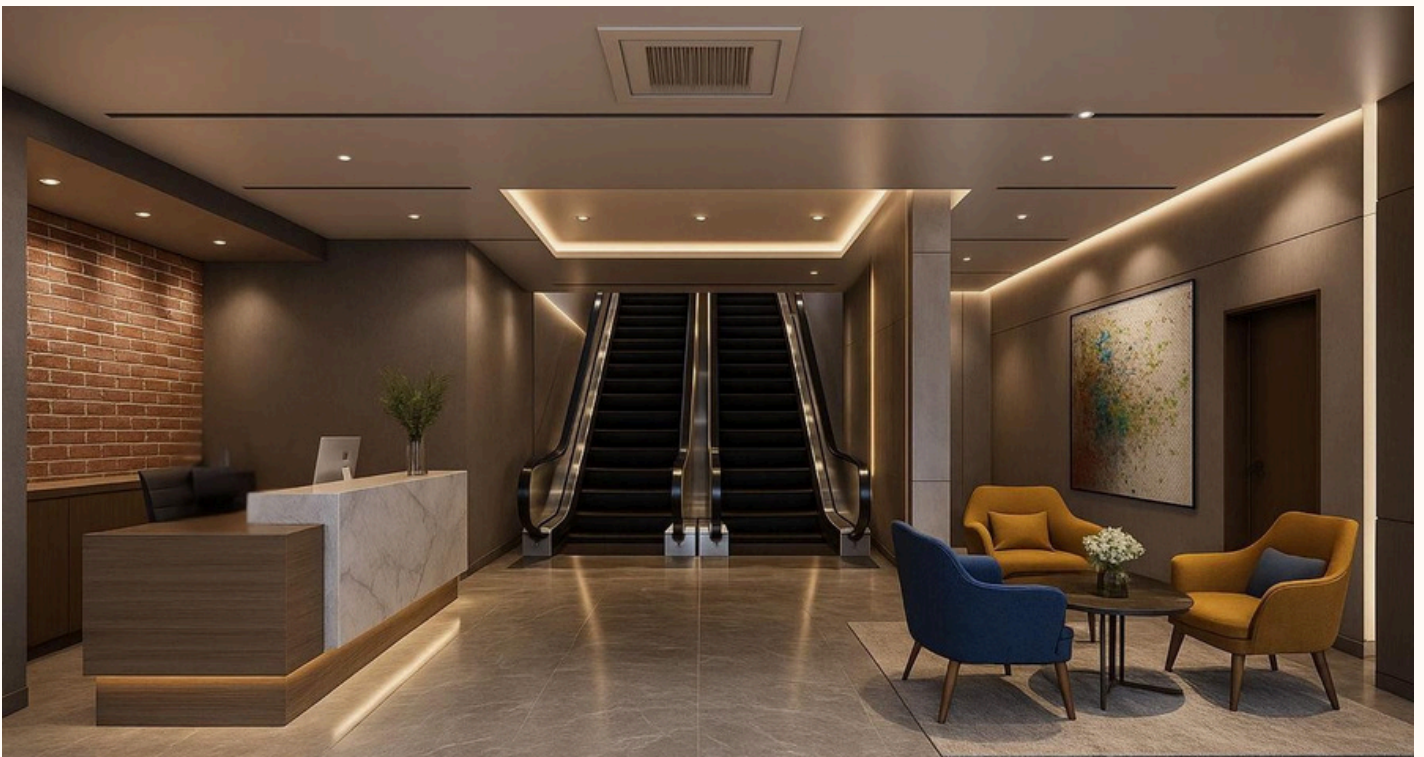
The mall's architectural design reflected a modern aesthetic while seamlessly integrating with the vibrant urban fabric of Lahore. Featuring a diverse array of high-end retail stores, flagship brands, and international boutiques, Pace Mall caters to a broad spectrum of consumer preferences. The mall also boasts a dynamic food court with a variety of dining options, from gourmet restaurants to casual eateries, enriching the visitor experience.



FIRST CAPITAL HOUSE MODEL TOWN



Located on Link Road, Model Town, Pace Center is a well-established commercial hub featuring 100% occupancy across its retail and corporate spaces. The mall offers a modern design with spacious interiors, accommodating a diverse range of local brands as well as corporate offices. Being the pioneer of shopping malls, it has maintained its legacy as a landmark project in the area.



GLORIOUS MALL, GUJRAT

ગ્લોરિયસ મલ્લ ગુજરાત
GLORIOUS MALL GUJRAT

Situated in the heart of the Gujrat City, Glorious Mall quickly became a central hub for shopping and dining with 100% occupancy. The mall caters to the needs of the customers. With multiple floors dedicated to retail, dining, and entertainment, the mall ensures a dynamic and engaging experience for all visitors. Glorious Mall places a strong emphasis on delivering an exceptional visitor experience. The mall is equipped with modern amenities, including ample parking space, advanced security measures, and accessible facilities. The customer service team is dedicated to ensuring that every visit is pleasant and hassle-free, with a focus on providing personalized assistance and maintaining a welcoming atmosphere.



FIRST CAPITAL TOWER, GUJRANWALA



First Capital Tower Gujranwala is a prominent commercial hub with 100% occupancy. Located in a bustling area, the Tower is a multipurpose building leading the commercial center in Gujranwala. The project is an iconic mixed-use development that harmoniously blends cutting-edge corporate offices with a dynamic retail environment. First Capital Tower features a vibrant and dynamic retail environment. The retail spaces are strategically designed to attract a diverse array of businesses, from high-end boutiques to popular international brands. The retail section is designed to create an engaging shopping experience, with spacious layouts, modern storefronts, and a welcoming atmosphere.



FIRST CAPITAL HOUSE FORTRESS



First Capital Business Center is a distinguished commercial development strategically located within the renowned Fortress Stadium complex in Lahore. This premier business hub is designed to provide an unparalleled working environment, offering premium office spaces within a dynamic and vibrant setting. Its unique location and exceptional facilities make it a leading choice for businesses seeking both prestige and functionality.



THE CIRCLE-A PROJECT BY PACE

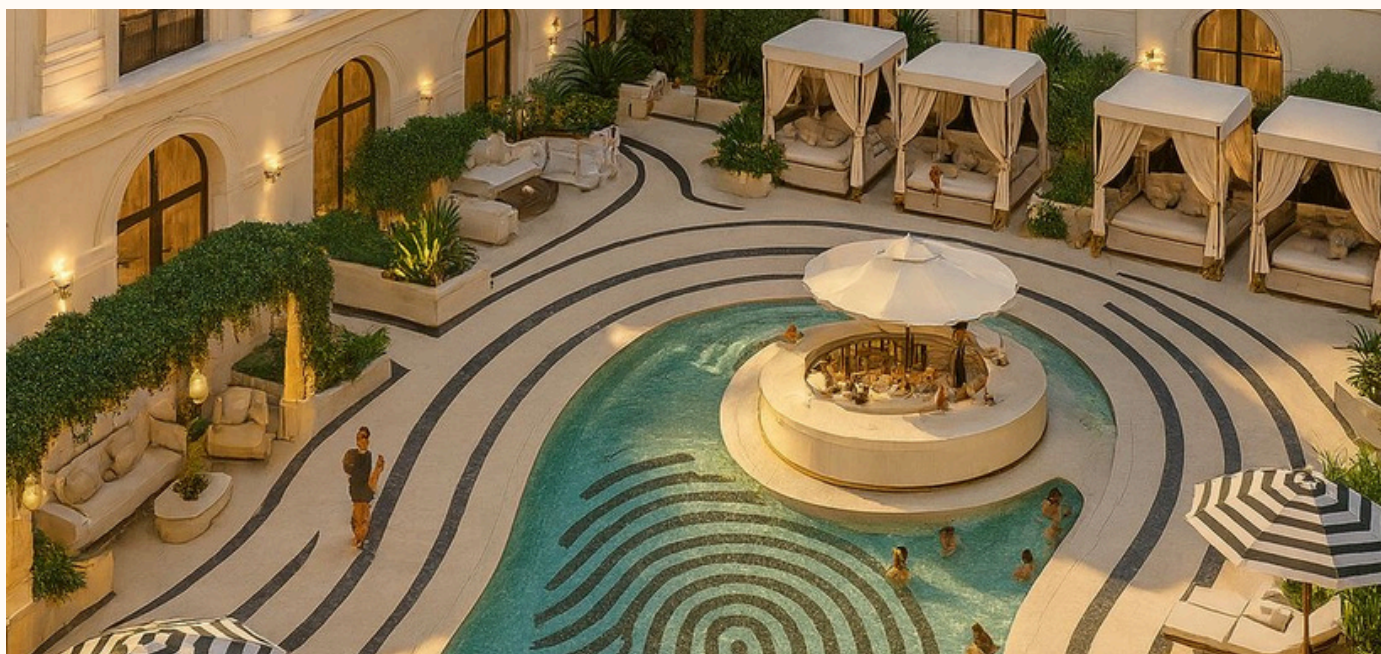


The Circle is a landmark, multi-use commercial project by Pace Barka. Strategically located near Rangers Headquarters on the Airport Road, Lahore Cantt, spanning over **40 Kanals**, Lahore's Financial District is crafted to be a vibrant center for business and retail. With cutting edge infrastructure and a wide variety of commercial spaces, the development is poised to become a significant addition to Lahore's commercial landscape.

A standout feature of The Circle is its inclusion of a luxurious **5-star hotel**, which promises to offer top-tier hospitality services and enhance the project's appeal. With stunning views of the surrounding area and the city skyline, the hotel is set to attract both business and leisure travelers, enhancing the project's appeal with its premium amenities and sophisticated environment. In addition to its hospitality features, The Circle offers an array of recreational and wellness amenities. The development includes a state-of-the-art gym, a relaxing spa, and a dedicated sports area.







CONSTRUCTION DIVISION

EVERGREEN CONSTRUCTION LIMITED

Evergreen Construction Limited is a distinguished construction company renowned for its expertise in both structural and finishing works. The company has successfully delivered high-profile projects, including the construction of Pace shopping malls and Pace Woodlands Housing Society, demonstrating the proficiency in large-scale and complex developments.

The company places a strong emphasis on delivering superior craftsmanship and aesthetic excellence. From intricate interior detailing to high-end exterior finishes, Evergreen Construction Limited ensures that every project meets the highest standards of quality and design. Evergreen Construction Limited's commitment to excellence, combined with its extensive experience and technical expertise, positions it as a premier choice for clients seeking reliable and high-quality construction services.





WASTE MANAGEMENT

EVERGREEN INITIATIVE

Under the umbrella of Evergreen closely with the Lahore Waste Management Company (LWMC) to deliver impactful and sustainable waste management solutions. Our efforts have already contributed significantly to making Punjab cleaner, with notable success in districts such as Ferozewala, Vehari, and several other regions across the province. By improving waste collection systems, streamlining operations, and engaging local communities through awareness campaigns, we have set new benchmarks in environmental management. This collaboration stands as a testament to our commitment to cleaner cities and healthier communities, reinforcing Evergreen Initiative's vision of a greener and more sustainable Punjab.



Evergreen Water Valley plays a pivotal role in advancing public health through the 'Clean Drinking Water for All (CDWA) initiative, Project Packet 7B encompasses the comprehensive design, supply, installation, testing, commissioning, operation, and maintenance of Reverse Osmosis (RO) units. This initiative, conducted under the supervision of the Public Health & Engineering Departments of Sindh and Baluchistan, reflects the company's commitment to provide sustainable and effective water purification solutions across these regions. Evergreen Water Valley remains dedicated to excellence in every facet of the company's operations, contributing to both infrastructure development and the enhancement of essential public services.

Water Purification plants working in various Cities

The Scope of Project is to design, supply and installation of housing, water filtration / treatment plant, necessary pipe work and all other allied works of 272 Reverse Osmosis (RO) systems along with Operation & Maintenance (O&M) of the plant.

Functional Plant - Killi Shahdezai

Pashin



Demo Site Inspection



Site Inspection Pictures - Killi Balleli

Quetta



FINANCIAL DIVISION

First Capital Securities Corporation Limited ("FCSC")



FCSC is a public limited company listed on Pakistan Stock Exchange, the parent company of First Capital Group and is involved in making long and short-term investments, financial market operations and financial consultancy services.

First Capital Investments Limited ("FCIL")



A public limited company having license from SECP to undertake Asset Management Services as required under the NBFC Rules. FCIL is a subsidiary of FCSC with its 78.86% shareholding. FCIL is currently managing an open-end scheme named First Capital Mutual Fund. Furthermore, FCIL has also applied for license to act as REIT Management Company to manage REIT projects.

First Capital Mutual Fund ("FCMF")



An open-end Mutual fund registered as a Notified Entity under NBFC Regulations 2008, involved in investing its assets in Pakistani listed securities and government securities.

Lanka Securities Limited



A foreign subsidiary of FCSC with 51% shareholding, registered in Sri Lanka, a Joint Venture Stock broking firm between FCSC, Bank of Ceylon ("BOC") and Merchant Bank of Sri Lanka ("MBSL").

Lanka Securities is involved in equity brokerage and research services, a licensed member of the Colombo Stock Exchange to operate in the Sri Lankan capital markets.

Lanka Securities boasts of a highly experienced and dynamic Sales team specializing in servicing local and foreign, retail, high net worth and institutional clients. Lanka Securities have a fully-fledged and versatile Research Division, backed by the corporate finance teams of BOC, MBSL and FCSC.

Lanka Securities expertise in equity, corporate and macroeconomic research in addition to handling various corporate finance related work. Lanka Securities have a fully automated and integrated Front office, Research unit and a Back office supported by an up-to-date database and an efficient IT division, to ensure that trades are executed in an efficient manner, with maximum speed and accuracy.

MEDIA DIVISION

Media Times Limited (“MTL”)

Media Times Limited stands as a prominent media conglomerate with a diversified portfolio encompassing Print, Electronic, and Digital platforms. The company is renowned for its influential presence across various media channels, delivering high-quality content and engaging audiences through multiple formats.

Daily Times Newspaper

dailytimes.com.pk

Daily Times is a prominent English daily newspaper printed from Lahore, Islamabad, Karachi. Launched in 2002 as a leading source of news, Daily Times is considered to be amongst the leading English newspapers of the country. Since its launch, Daily Times has consistently embraced innovation in journalism while upholding the highest standards of integrity and accuracy. The newspaper's commitment to quality reporting and its adaptability to evolving media trends reinforce its standing as a trusted source of news and information.

Daily Times engages its readers with a range of features, including investigative journalism, opinion pieces, and comprehensive analyses. The newspaper's focus on providing valuable and relevant content has garnered a loyal readership base and established its reputation as a key player in Pakistan's media landscape.

Sunday Times Magazine

SUNDAY.COM.PK

Sunday Times is a leading fashion and lifestyle magazine in Pakistan, renowned for its celebration of style, culture, and national icons. With nearly 17 years of excellence, Sunday Times has established itself as a prestigious publication dedicated to honoring the finest in fashion, arts, entertainment, and cultural achievements. With its longstanding tradition of excellence, Sunday Times has built a loyal readership and maintains a significant influence in Pakistan's fashion and lifestyle sectors. The magazine continues to set standards in style and content, celebrating the achievements and trends that define the nation's evolving cultural landscape.

TGIF Magazine



TGIF Magazine stands out as a leading publication dedicated to the dynamic interests and trends of Generation Z. As a youth-centric magazine, TGIF focuses on capturing the essence of contemporary youth culture, offering insightful content that resonates with the aspirations, challenges, and lifestyle of today's younger generation. TGIF Magazine is crafted to address the multifaceted interests of young readers, blending entertainment, fashion, technology, and lifestyle into a cohesive editorial experience. The magazine's content is curated to reflect the latest trends, innovations, and cultural phenomena that are shaping the lives of Gen-Z. From in-depth feature stories to trend reports, TGIF provides a comprehensive look at what's new and exciting in the world of youth culture.

Aaj Kal Newspaper



Aaj Kal is a prominent Urdu-language newspaper in Pakistan, known for its extensive coverage of national and international news, insightful analysis, and comprehensive reporting on a wide range of topics. Established as a key player in Pakistan's media landscape, Aaj Kal has earned a reputation for its commitment to journalistic integrity and its role in shaping public discourse. With a focus on both national and regional issues, Aaj Kal ensures that its coverage is relevant to a diverse readership across Pakistan. The newspaper's editions are tailored to address local concerns while also providing comprehensive updates on significant national and international events.

Business Plus



Business Plus is a premier business news and information channel dedicated to delivering cutting-edge content to professionals, executives, and entrepreneurs. With a commitment to providing in-depth analysis and timely updates, Business Plus serves as a trusted resource for understanding and navigating the complexities of the global business landscape.

Zaiqa



Zaiqa is a food and cooking channel dedicated to celebrating the art of cuisine through engaging content and expert culinary guidance. Our platform offers a rich blend of recipes, cooking techniques, and culinary tips designed to inspire and educate food enthusiasts of all skill levels.

Online/Digital Media

In addition, the digital wing of the Company is also operating online and on social media. In the ever-evolving landscape of online and social media, MTL is aligning itself with the world's increasing reliance on these platforms. As the world progressively leans towards online interactions, MTL remains adaptive and poised for a bright future in the dynamic realm of online and social media. MTL is diligently working to establish its dominance in the online sphere, leveraging the abundance of content and data available online.

PROJECTS IN PIPELINE

DISTRICT NINE



District Nine is a strategically located 04 Kanals property in Lahore Cantt, located at the intersection of Sarwar Road and Tufail Road. Currently under-development, this project is set to become a landmark in the area offering prime commercial opportunities. Corner Nine enjoys a highly coveted location at one of Lahore Cantt's busiest intersections. Its positioning at the confluence of Sarwar Road and Tufail Road ensures maximum visibility and accessibility, making it an ideal site for businesses seeking prominence and high foot traffic.

The development is tailored to accommodate a variety of commercial outlets. From retail outlets and offices to eateries and service-oriented businesses, Corner Nine offers flexible space configurations designed to meet the needs of modern businesses. The project is envisioned as a dynamic commercial hub that will drive economic activity and business growth in Lahore Cantt.



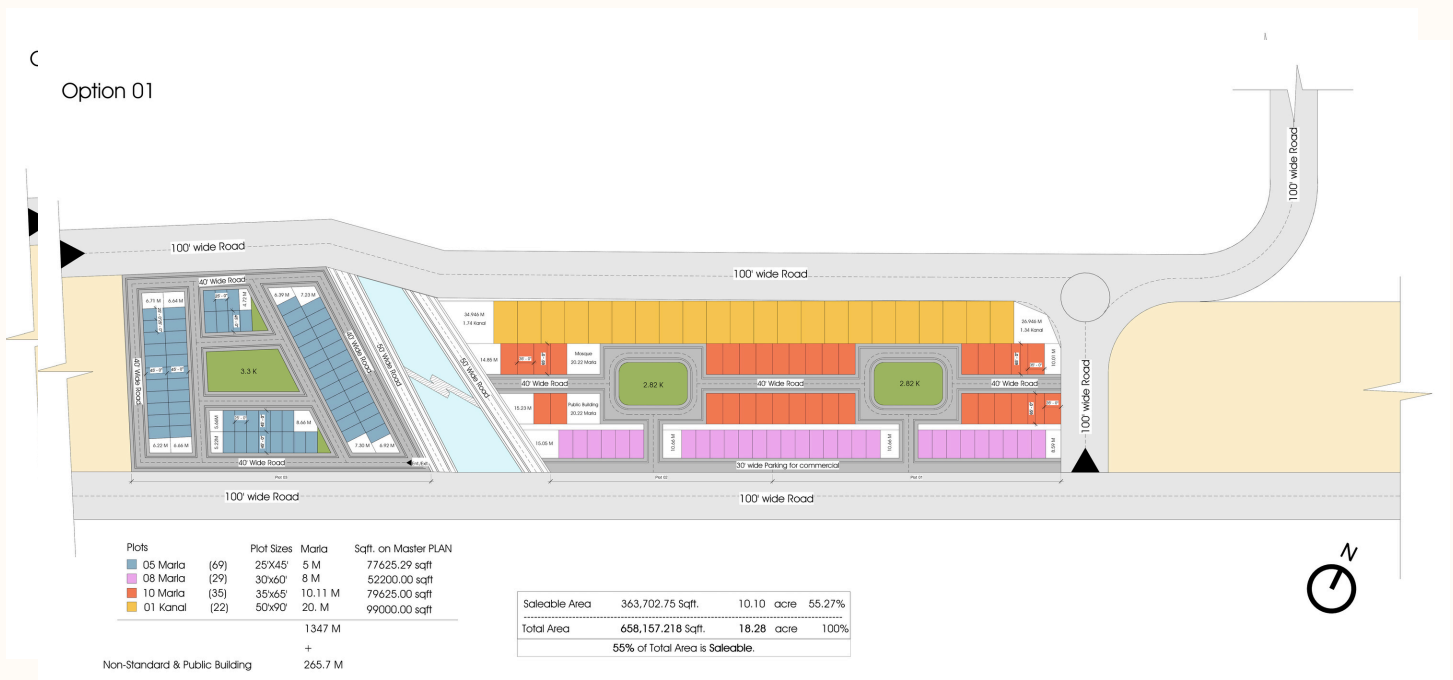
BUSINESS BAY LAHORE

Business Bay Lahore is envisioned as a landmark commercial hub in the heart of Lahore Cantonment, strategically located near the Lahore International Airport, Lahore Ring Road, and upcoming five-star developments such as Serena Hotel and The Circle Project. Spanning over 19 kanals, this project offers unmatched accessibility with wide road frontages and direct connectivity to some of the city's most elite residential communities including DHA, Askari, and Eden City. With its prime positioning in one of the most secure and upscale localities of Lahore, Business Bay is designed to cater to high-end commercial, retail, and hospitality needs—making it a future epicenter for business, lifestyle, and investment opportunities.



DHA CITY KARACHI X WOODLANDS

Woodlands, in strategic partnership with DHA City Karachi, is developing a world-class housing society that redefines modern living in Pakistan's most progressive metropolitan hub. This joint venture brings together Woodlands' vision for sustainable, community-centric development and DHA's unmatched reputation for secure, planned, and high-value real estate projects. Designed with contemporary infrastructure, green landscapes, and future-focused amenities, the project is set to become a benchmark for premium residential living in Karachi—delivering lasting value for residents and investors alike.



INFINITY HOMES



Infinity Homes is an exceptional project located in the picturesque area of Patriata. This development offers a selection of elegantly designed town-houses and plots catering to a diverse range of preferences. Infinity Homes is designed for those seeking a refined living experience amidst breathtaking natural beauty. The project is defined by its contemporary architectural design and thoughtful urban planning. The townhouses feature modern aesthetics reflecting both style and functionality. The development provides an unparalleled opportunity to own a piece of serenity and sophistication in one of the region's most desirable locations.



ORION TOWER

Alpha Tower is envisioned as a modern commercial landmark rising in the heart of **Gulberg Greens**, Islamabad. Strategically located on a prime 1 Kanal plot, the project will feature state-of-the-art corporate offices, premium retail spaces, and contemporary business facilities designed to meet the needs of a growing commercial hub. With its sleek architecture, strategic connectivity, and future-ready infrastructure, Alpha Tower is set to become a premier destination for enterprises, investors, and professionals in the capital city.

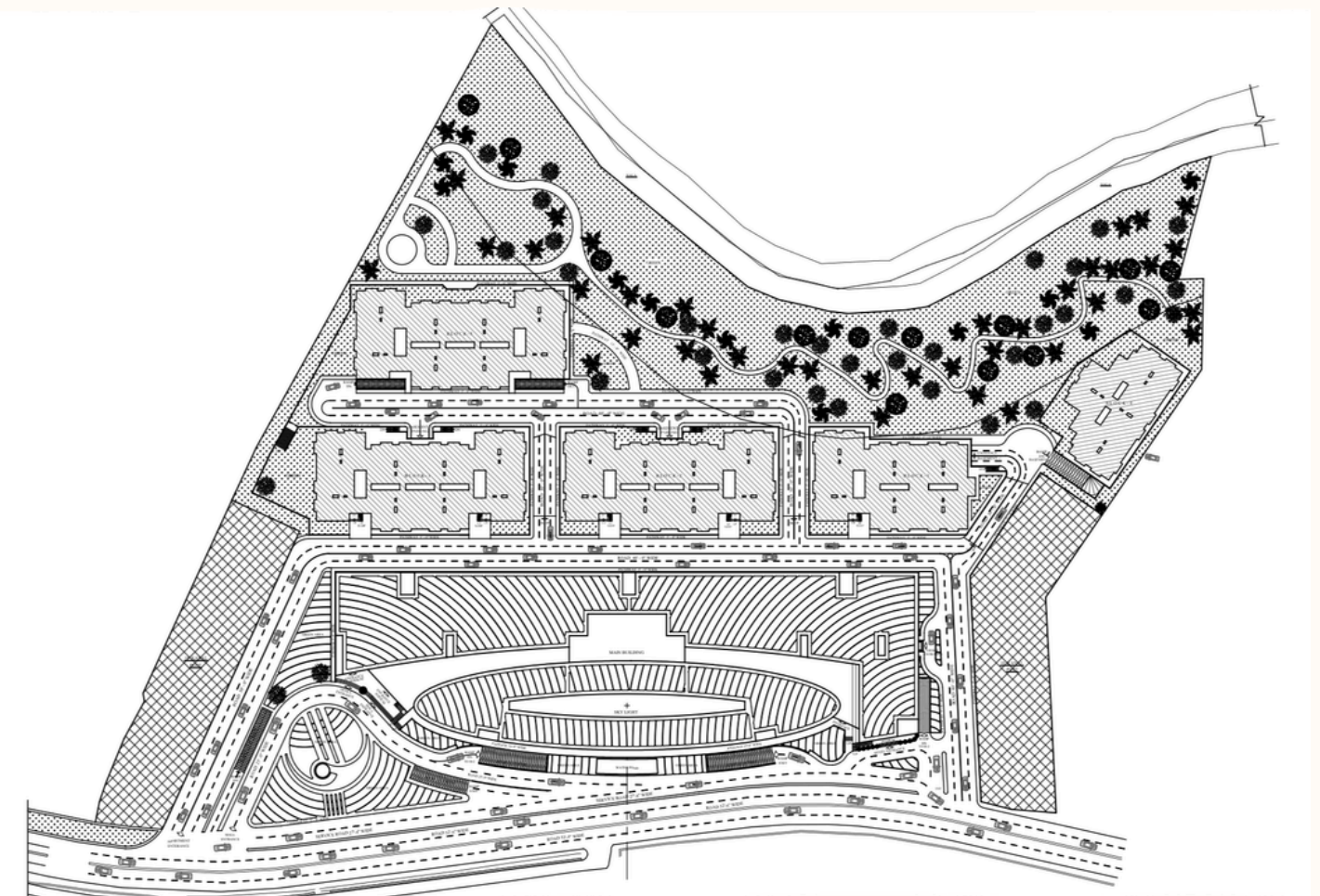
OMEGA TOWER

Omega Tower, strategically located alongside Alpha Tower in Gulberg Greens, Islamabad, is envisioned as the next milestone in our commercial development portfolio. Together with Alpha Tower, it creates a **twin-tower business destination** that redefines Islamabad's commercial skyline and delivers unmatched opportunities for enterprises and investors.



5-STAR HOTEL & A MIX-USE DEVELOPMENT "160 KANALS PROJECT"

This is a landmark mixed-use development in the heart of Islamabad, envisioned as a premium destination that seamlessly blends hospitality, retail, and commercial spaces. Designed with modern architecture and world-class amenities, the project will feature a luxury 5-star hotel alongside high-end retail outlets and contemporary workspaces, offering an unparalleled lifestyle experience.



MEET OUR TEAM

LEADERSHIP

Aamna Taseer
Shahbaz Ali Taseer
Shehryar Ali Taseer
Shehribano Taseer
Rema Husain Qureshi
Imran Hafeez

POSITION

Chairman/Chief Executive
Executive Director
CEO – Media Times
Director
Director
Group Director Finance

CORE TEAM

Shahzad Jawahar
Asif Pervaiz
Waheed Asghar
Amir Qadoos Khan
Ahmad Saroya
Col ® Husnain Jaffery

POSITION

Chief Compliance Officer
Head of Construction/Civil Engineer
Chief Financial Officer
Head of Legal
Head of Recovery
General Manager Special Projects

FIRST CAPITAL GROUP OF COMPANIES

FIRST CAPITAL GROUP

PROPERTY DIVISION



FINANCIAL SERVICES



ENERGY DIVISION



MEDIA DIVISION

